

# Mobashir Ali

SEO & SMM EXPERT

Berlin, Germany

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## Summary

Results-driven SEO & E-Commerce Expert with over 5 years of experience in boosting online visibility, driving organic traffic, sales and enhancing brand engagement through strategic SEO and social media campaigns. Proven success in increasing search rankings and social media followings using data-driven insights and advanced marketing tools.

## Work Experience

### Eagle Eyes Tourism LLC

Dubai, United Arab Emirates

WEB DEVELOPER & E-COMMERCE EXPERT

Sep. 2022 - April 2024

- CMS and CRM expert, Website SEO Optimization, Online Sales
- Google and Social Media Ads Tracking and Reporting
- Business Listing Optimization, Content Strategy and Keyword Integration
- Images Optimization, Links Building, Technical SEO Optimization
- Email Marketing, e-Commerce, Sales Management Using Tools

### SANI IT-CONSULTANT

Lahore, Pakistan

SEO & SMM COORDINATOR

Feb. 2019 - Aug. 2022

- On Page / Off Page Optimization, Competitor Analysis and Keyword Research
- E-commerce Products Base Optimization, Content Optimization, Google My Business Page Optimization
- Social Media Marketing, Troubleshooting
- Web Analysis & Technical SEO, Local SEO Optimization, Web Maintenance

### Soft Tech Logicx

Lahore, Pakistan

SEO SPECIALIST

May. 2017 - Dec. 2018

- Technical SEO, On-Page / Off-Page Optimization
- Local Link Building and Local Citation, Keyword Research, Reporting
- Local Content Writing, Website Audits, Web Design and Development

## Core Competencies

### Languages

Web Development, Javascript, C++, HTML

### Proficient

CMS and CRM Management, Domain management, Page Speed Insights, Google Business Listing, Google ADS (Paid, Display) & Google Analytics, Familiar With Google Algorithm, Data Protection and Security

### Personal Skills

Problem-solving, Goal oriented, Creative, Time management, Teamwork, Adaptability, Team Spirit, Willingness to learn

### Digital Skills

Ahrefs, SEMRush, MOZ, DeepCrawl, Screaming Frog, SurferSEO, SEA, MS Office (Word and Excel), Booking System Management

### Database

MySQL, MongoDB, MS SQL server, DataBase Sql Server, Hosting, Php, IT, KPIs

## Education

### IU International University Of Applied Sciences

Berlin, Germany

MASTER IN CYBER SECURITY

May 2024, Present

### The University of Lahore

Lahore, Pakistan

BACHELOR IN COMPUTER SCIENCE

2013 - 2017

- **Courses:** Data Structure and Algorithms, Java Development, Object-Oriented Programming, Databases, Digital Logic Design, Web Application, Data Networks, Artificial Intelligence, Human-Computer Interaction

## Extracurricular Activity

2020 **Research**, Conduct user study and workshop

Lahore

2015 **1st Prize**, Algo Juice Competition

Lahore, Pakistan

2015 **Team Lead**, Hotel Management System

Lahore, Pakistan

## Language Skills

English: Professional working proficiency C1 Deutsch: Limited working proficiency (Pursuing A2)